

PRESS RELEASE

Findings from 10th Annual [ASDA'A Burson-Marsteller Arab Youth Survey](http://arabyouthsurvey.com) released

Young Arabs see Saudi Crown Prince Mohammed bin Salman as a strong leader who will shape the next decade

- *Youth across the region expect the Saudi Crown Prince to have a bigger impact on the region over the next 10 years than any other Arab leader*
- *Survey finds young people in the Kingdom and across the region back the decision to allow Saudi women to drive and fully support anti-corruption crackdown*
- *Young Saudis are highly confident that Vision 2030 will be a success*

RIYADH; MAY 8, 2018: Arab youth expect Saudi Crown Prince Mohammed bin Salman to have a bigger impact on the Middle East than any other Arab leader, according to the 10th annual ASDA'A Burson-Marsteller Arab Youth Survey 2018, released today.

Young Arabs throughout the Middle East express a high level of confidence in the Crown Prince and his leadership, with 63 per cent supporting his appointment, 64 per cent viewing him as a strong leader, and 59 per cent saying Mohammed bin Salman will lead Saudi Arabia in the right direction. Support for the new Crown Prince among Saudi youth is overwhelming, with 91 per cent of young Saudis supporting his appointment, 97 per cent considering him a strong leader, and 90 per cent saying Mohammed bin Salman will move the country in the right direction.

The ASDA'A Burson-Marsteller Arab Youth Survey is the largest survey of its kind of the Middle East's largest demographic – its youth. For this year's Survey, international polling firm PSB Research conducted 3,500 face-to-face interviews with men and women aged 18-24 in 16 Arab nations, between January 21 and February 20, 2018.

Sunil John, founder of ASDA'A Burson-Marsteller and President, Middle East, Burson Cohn & Wolfe, said: "This is a milestone Survey for us, marking a full decade of the region's leading study into its most important demographic.

"This year's edition is titled 'A Decade of Hopes & Fears' and features insights into young people's concerns over jobs, education, security and corruption. Looking forward to the next decade, it's clear that Mohammed bin Salman represents great hope for young Arabs across the region who demand to see clear action on these pressing issues."

Young Arabs express strong support for Saudi Arabia's recent reforms, with 88 per cent across the region supporting the decision to allow women to drive and 86 per cent supporting the anti-corruption drive.

Asked about Saudi Vision 2030, the Crown Prince's roadmap to diversify the Saudi economy, 92 per cent of young Saudis say they are confident that the plan will succeed in securing the future of the Saudi economy.

Young Saudis are also extremely optimistic about their futures, with 91 per cent saying their country is moving in the right direction, compared to 54 per cent of young Arabs across the region, and just 13 per cent of youth in the Levant. More than four-in-five (82 per cent) of young Saudis also say their best days are ahead of them.

Other key findings from the ASDA'A Burson-Marsteller Arab Youth Survey 2018:

- **Youth say the past decade – shaped by the Arab Spring and Daesh – has left the Middle East drifting off course**
- **To steer the region in the right direction, action is needed on jobs, education, corruption and the fight against terror**
- **Young Arabs are convinced that Daesh – and its ideology – will be completely defeated**
- **While young Arabs increasingly turn to social media for their news, they see CNN as the most trusted and al Jazeera as the least trusted news sources**
- **Inspired by the Digital Revolution, future Arab entrepreneurs turn to the tech sector, which offers plentiful opportunities in the region**

Read the full findings and expert insight and commentary on this year's Survey at www.arabyouthsurvey.com

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About the Arab Youth Survey

The ASDA'A Burson-Marsteller Arab Youth Survey, launched in 2008, is the largest survey of its kind of the Middle East's largest demographic – its youth. It provides governments, the private sector and civil society with insights into the hopes, concerns and aspirations of Arab youth. For the 10th annual ASDA'A Burson-Marsteller Arab Youth Survey 2018, PSB Research, an international polling firm, conducted 3,500 face-to-face interviews with Arab national men and women aged 18-24 between January 21 and February 20, 2017, in the six Gulf Cooperation Council states (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE), North Africa (Algeria, Egypt, Libya, Morocco, and Tunisia) the Levant (Iraq, Jordan, Lebanon and Palestinian Territories) and Yemen. The margin of error is +/-1.65%. In-depth results from the Survey, including a white paper in Arabic and English, are available on www.arabyouthsurvey.com

About Burson Cohn & Wolfe

Burson Cohn & Wolfe (BCW) is one of the world's largest, full-service, global communications agencies with deep expertise in digital and integrated communications, across all industry sectors. The agency combines expertise in digitally-driven, creative content and integrated communications – across the consumer,

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healthcare and technology sectors – with deep strength in public affairs, corporate reputation, crisis, and research and analytics. Burson Cohn & Wolfe is a network of more than 4,000 employees across 42 countries.

About ASDA'A Burson-Marsteller

Established in 2000, ASDA'A Burson-Marsteller is the region's leading public relations consultancy, with ten wholly-owned offices and seven affiliates across 15 countries in the Middle East and North Africa. The agency provides services to governments, multinational businesses and regional corporate clients and institutions, operating five specialist communication practices – Consumer & Healthcare, Corporate, Financial, Enterprise & Technology and Public Affairs. A digital, design and marketing subsidiary – Proof IC – and a full-service research insights agency – PSB Research Middle East – complete the offering.

www.asdaabm.com <http://www.arabyouthsurvey.com/>

About PSB Research:

PSB Research, a member of Young & Rubicam Group and the WPP Group, is a global research-based consultancy that specialises in messaging and communications strategy for blue-chip corporate, political and entertainment clients. PSB's operations include over 200 consultants and a sophisticated in-house market research infrastructure with the capability to conduct work in over 90 countries. The company operates offices around the world, including in Washington D.C., New York, Seattle, Los Angeles, Denver, London, Hamburg, Madrid and Dubai, which are supported by in-house field capabilities and fully equipped to provide the complete creative solutions PSB clients need. More at www.psbresearch.com

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